

# CHAPTER I. INTRODUCTION

## 1.1 Brief History of PT. Sinar Sosro

The internship was done at PT. Sinar Sosro under Research and Development Department, specifically in Quality Development Division at Jalan Raya Sultan Agung KM 28, Bekasi, West Java. PT. Sinar Sosro is Indonesian beverage company specializes in the production of RTD beverages. The company was established in July 1974 by Soegiharto Sosrodjogo and his family. They developed their business and successfully distributed its products throughout Indonesia as well as international markets.

The business started in 1940 by Soegiharto Sosrodjodo and his family in Slawi, Central Java by producing fresh brewed jasmine tea. Later, they moved to Jakarta to expand their business, and marketed the products to the market by brewing tea in a large pot while giving free samples to the consumer. The product was sold as RTD jasmine in a clean glass bottle commonly used as soy sauce packaging at that time and sealed with crown cork. After further development, a new version of the product was introduced as RTD tea under brand Tehbotol Sosro (PT. Sinar Sosro, 2022, a).

## 1.2 Vision and Mission

PT. Sinar Sosro has the vision to become the Indonesian World Class Beverage Company capable to fulfill consumer needs everywhere, everytime, also provides added value for all related parties along with innovation. PT. Sinar Sosro has the mission to develop the Sosro brand as a natural, high-quality tea and leading brand, as well as to produce the best tea flavor by utilizing original and natural raw ingredients and providing satisfaction to consumers.

## 1.3 Main Activity & Products of the Company

Main activity of the company is to produce and distribute RTD beverage, majorly in tea-based products both to local and international market. Until today, PT. Sinar Sosro has 12 factories across the country, namely at Medan, Palembang, Jakarta, Tambun, Cibitung, Ungaran, Gresik, Mojokerto, and Gianyar. Aside from that, the company also has separate factories to produce Prim-A Mineral Water at Sentul, Purbalingga dan Pandaan (PT. Sinar Sosro, 2021). In the development of their business, PT. Sinar Sosro distribute their products throughout the country through sales branch offices across Indonesia. Aside from local market, the company also market their products to international markets by exporting one-way packaging products to Asia, America, Europe, Africa, Australia, and Pacific Islands.

PT. Sinar Sosro has produced six products, namely tea-based products that includes Tehbotol Sosro, S-Tee, Fruit Tea Sosro, and TEBS, also non tea-based products including Country Choice and Prim-A mineral water. The former group produced in several types of packaging which are RGB, PET, Tetra Pak, pouch, and can packaging in various volume. Tehbotol Sosro is produced in several types of sweetness level, including original, less sugar, and no sugar. Other than Tehbotol Sosro, PT. Sinar Sosro also produced S-Tee to fulfill consumer demand for tea with more volume and affordable price. In 1997, PT. Sinar Sosro

released Fruit Tea as fruit-flavored tea product with teenagers as the target market. Fruit Tea comes in several flavors including Apple, Blackcurrant, Strawberry, Guava, Lemon, Passion fruit, Freeze (combination of strawberry and grape flavors with cool sensation), and X-treme (combination of apple and blackcurrant flavors). To carry on with the trend, PT. Sinar Sosro released TEBS as tea-based carbonated beverages with fruit flavor. TEBS targets young consumers who are modern, dynamic, lively, social, and expressive. Tebs sparkling products are available in mixed fruit and lemon lime flavor.

Aside from tea-based beverages, PT. Sinar Sosro also produces RTD fruit juice under the brand of Country Choice. It is available in four variants namely Apple, Guava, Orange, and Mango. Additionally, there are new variants of the product which is Country Choice Fit & Fresh. It is a combination of fruit, vegetables, and herbs. The variants include Guardian Red, Optimist Orange, and Purify Green. The last product of PT. Sinar Sosro is Prim-A Mineral Water. It is available in a wide range of packaging, including cup, PET, and gallon packaging.



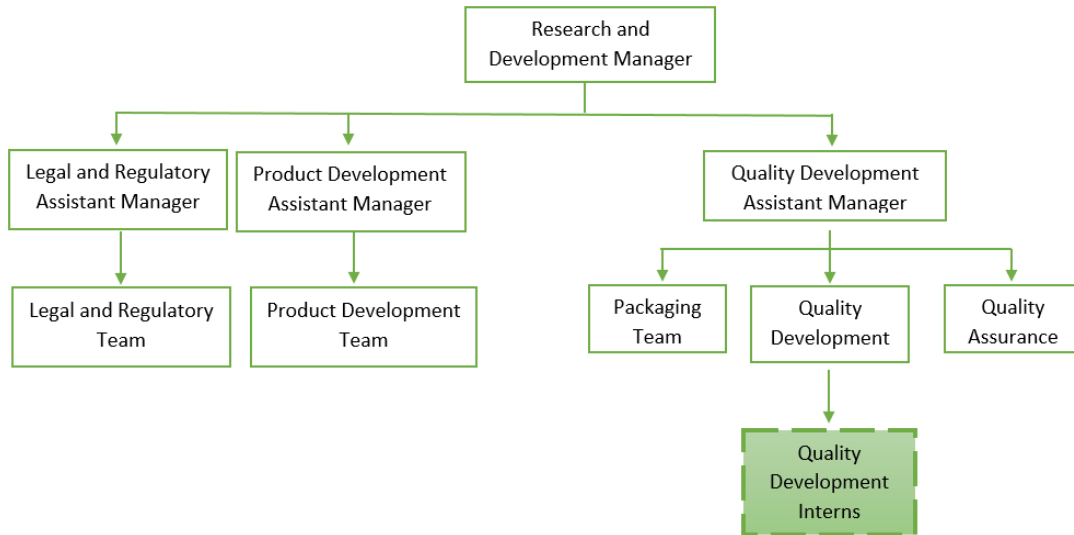
**Figure 1.** Tea-based Products namely Tehbotol Sosro, S-Tee, Fruit Tea, and Tebs



**Figure 2.** Non Tea-Based Products namely Country Choice and Prim-A Mineral water

### 1.4 Organizational Structure

At PT. Sinar Sosro, Research and Development Department is divided into 3 major Divisions, namely Legal & Regulatory, Product Development, and Quality Development. The detailed organization structure of R&D Department could be seen in **Figure 3**.



**Figure 3.** R&D Organizational structure at PT. Sinar Sosro

### 1.5 Description of the Department

R&D Department of PT. Sinar Sosro is responsible to conduct research and development of new and existing products. R&D department is also involved in the quality development to ensure the quality to meet the standard criteria, troubleshooting the source of risk if any problem occurs in the product, reformulating the current product according to the regulation, and cutting cost demand. The department at PT. Sinar Sosro is led by R&D Manager, responsible to plan, organize, and oversee the department's performance in assessing the products in order to maintain quality so that it complies with the company standard. R&D Department is divided into The Legal & Regulatory division which is responsible to manage legal affair of the products, Product Development division is responsible for developing or reformulating the products, and Quality Development division, which is the division the author has assigned in.

The Quality Development division is divided into packaging, Quality Development, and Quality Assurance team. Quality Development team is responsible to monitor processes and to conduct analysis to ensure product's quality and making quality guidelines as standards for every PT. Sinar Sosro manufactory as well as conducting research on both raw and processed materials used in the production process. Regular QC analysis includes physicochemical, microbiological, and organoleptic done within the supervision of R&D Department.

Moreover, QC Division at PT. Sinar Sosro is separated into Production QC and Quality Development QC. The differences between these two divisions is the type of sample analyzed, location, and the organizational chart. Production QC is responsible to check

product's quality manufactured from a particular production plant only, and thus it is included in that production plant organizational chart. While on the other hand, there is only 1 Quality Development at PT. Sinar Sosro located at the headquarter, which is the division the author had the internship activity in. Quality Development QC is responsible for checking the quality of the products from all PT. Sinar Sosro factories across Indonesia, also conducting stability test and ASLT for the products. Packaging team is in charge to design and develop primary, secondary, and tertiary packaging of the products. Quality Assurance focuses on quality-improving processes and procedures, also preventing product defects.